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DS&T-463-86
27 August 1986

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MEMORANDUM FOR:

Chief, Procurement Division, OL

VIA: Director, Office of Training and Education
Director, Management and Planning, DS&T

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FROM:

Chief, Career Development Staff, DS&T

SUBJECT: Request to Award Contract to International
Writing Institute, Inc., Cleveland, Ohio

1. Action Requested: This memorandum seeks approval to award a contract to International Writing Institute of Cleveland, Ohio.

2. Objectives: It has been determined through a formal needs assessment, extensive interviews with senior officials, and a program call throughout the DS&T that writing skills are necessary to the effective functioning of professionals in the Directorate. Therefore, it is imperative that high quality instruction be available to meet the needs of DS&T employees.

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3. Introduction: The DS&T Career Development Staff has an urgent need for expert assistance in developing an effective writing course tailored for DS&T employees. Acknowledging the limited resources available in the DS&T staff, it is considered critical to have the professional services of a contractor with the experience and professional training needed in conducting a series of writing courses for DS&T employees. To date, we have approximately employees who require such training during the next year.

4. Task: The sponsor (Chief, Career Development Staff, DS&T) desires to initiate a contract with the International Writing Institute, Inc. from Cleveland, Ohio to perform a series of writing courses tailored to meet the needs of DS&T employees. Primary responsibility in this task will be shared between the contractor and the government course director. It

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SUBJECT: Request to Award Contract to International Writing Institute, Inc., Cleveland, Ohio

is especially vital that these two individuals function as an effective team during all instructional periods. They will be responsible for the development of specific course objectives, syllabi, plans of instruction, detailed lesson plans, exercises, and materials to include a guide containing formats, examples, etc. which the students will retain for future on-the-job reference. Each course will consist of six sessions; combining videotaped presentations, exercises, and discussion of the participants' own writing. All development items are subject to the approval of the DS&T Training Officer at OTE and appropriate components of OTE and must be sufficiently clear and detailed to be used effectively by instructors other than the contractor and course director.

5. Implementation and Delivery: It is currently projected that instructional objectives for the writing course, syllabi, plans of instruction, schedules, lesson plans, exercises, and all materials be completed by 13 October 1986. This will allow approximately one full week to make any final adjustments and give the instructors that amount of time to prepare for the initial running on 20 October 1986.

6. Scheduling: The October, December 86 and February, March, and April 87 courses will consist of six 3-hour sessions, one day a week for six consecutive weeks. These courses will be conducted at [] Courses offered in October, November, and May will consist of six 3-hour sessions presented in three consecutive days. These courses will be conducted at CofC.

7. DS&T Customer-Rationale for Support: DS&T is the customer for this effort.

8. Estimate of Costs: International Writing Institute, Inc. has listed their cost as \$250 per participant. Courses will be component-funded.

9. Length of Contract: The length of contract will cover the period approximately 1 October 1986 to 30 September 1987.

10. Security Requirements: The association with the contractor will be unclassified. All class work will be

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Institute, Inc., Cleveland, Ohio

classified no higher than Secret. DS&T will request necessary
clearances for the contractor, including and limited to, Mr.

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has
previously worked with the Agency presenting writing courses
to NPIC and several offices in the DI.

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Attachments:

- A. Form 2420
- B. Sole Source Justification

CONCUR:

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Director, Management and Planning, DS&T

29 Aug 86
Date

CONCUR:

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Director, Office of Training and Education

9.10.86
Date

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All DS&T

6 3-hour sessions held 3 consecutive days

October

20 Oct.

21 Oct.

22 Oct.

November

12 Nov.

13 Nov.

14 Nov.

May

20 May

21 May

22 May

NPIC Runnings

6 3-hour sessions once a week for 6 weeks

October

23 Oct.

28 Oct.

4 Nov.

10 Nov.

18 Nov.

25 Nov.

December

24 Nov.

2 Dec.

9 Dec.

16 Dec.

23 Dec.

30 Dec.

February

3 Feb.

10 Feb.

17 Feb.

24 Feb.

3 Mar.

10 Mar.

March

4 Mar.

11 Mar.

18 Mar.

25 Mar.

1 Apr.

8 Apr.

April

7 Apr.

14 Apr.

21 Apr.

28 Apr.

5 May

12 May

JUSTIFICATION FOR OTHER THAN
FULL AND OPEN COMPETITION
INVOLVING A NON-COMPETITIVE
PROCUREMENT

1. Contract Component O/DS&T.

2. Nature and/or description of the action being approved.

The DS&T considers it critical to have the professional services of the International Writing Institute, Inc. who have the expert experience and professional training needed to develop and deliver a writing course tailored for DS&T employees. The DS&T is seeking a course to provide DS&T employees with the skills that will enable them to convey to readers of DS&T materials as much information as possible, as clearly and accurately as possible, in as little reading as possible.

3. Description of supplies or services requested to meet Agency's needs (including the estimated value).

Contractor will be required to design a 3-day course capturing the requirements identified in the attached DS&T memorandum, DS&T-463-86, dated 30 July 1986. We expect instructional objectives for the course to be completed by 6 October 1986 with syllabi, plans of instruction, schedules, lesson plans, exercises, and all materials to be completed by 13 October 1986. This will allow approximately one full week to make any final adjustments and give the instructors that amount of time to prepare for the initial running on 20 October 1986.

4. Identification of the regulatory authority permitting other than full and open competition

FAR Number

6.302-1

Title of exception

Only one responsible source

5. Define the proposed contractor's unique qualifications or the nature of the acquisition that requires use of the authority cited.

The DS&T has determined that writing skills are necessary to the effective functioning of professionals in the Directorate. Therefore, it is imperative that high quality writing instruction be available to meet the needs of DS&T professional employees.

International Writing Institute, Inc. has the experienced personnel to both design and deliver a comprehensive writing program to the DS&T. We believe that the International Writing Institute, Inc. can provide the high quality design and instruction required for DS&T professional employees.

6. A description of efforts made to ensure that offers are solicited from as many potential sources as practicable.

Other companies examined were Shipley Associates and Lewis Spence & Company.

7. A description of the market survey conducted (see FAR 7.101) and the results or a statement of the reasons a market survey was not conducted.

A survey was conducted of other writing training organizations and it was determined that International Writing Institute, Inc.'s work and experience make them ideal to perform this work. Attached are results of the survey conducted by the DS&T.

8. Any other facts supporting the use of other than full and open competition, such as:

- (i) Explanation of why technical data packages, specifications, engineering descriptions, statements of work, or purchase descriptions suitable for full and open competition have not been developed or are not available.
- (ii) When 6.302-1 is cited for follow-on acquisitions as described in 6.302-1(b)(2), an estimate of the cost that would be duplicated and how the estimate was derived.
- (iii) When 6.302-2 is cited, data, estimated cost, or other rationale as to the extent and nature of the harm to the Government.

Fees for other corporations contacted are listed in the attachments. International Writing Institute, Inc. is located in the Washington area; whereas the fees for the other organizations would include travel and living expenses. In addition, we find the other organizations' lacking in first-hand information on the Agency's climate as well as failing to understand the DS&T's unique writing needs and to tailor a program to meet those needs.

9. A listing of the sources, if any, that expressed, in writing, an interest in the acquisition.

See the attached list.

10. A statement of the actions, if any, the agency may take to remove or overcome any barriers to competition before any subsequent acquisition for the supplies or services required.

I hereby certify the accuracy and completeness of this justification for other than full and open competition as indicated on this form, and any attached sheets.

CONCUR:

COGNIZANT TECHNICAL OFFICER

Contracting Officer

Level Above
Contracting Officer

Competition Advocate or
Head of Procurement Activity

Senior Procurement
Executive

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Sponsor: Shipley Associates

Title: Writing in the World of Work

Cost: Approximately \$4,950 per course plus expenses and cost of materials (travel, per diem, handbook)

Length: 3 days

STAT Audience: ☐ professional DS&T employees.

Content: Shipley Associates writing programs are customized for individual clients. This course is designed to teach the fundamentals of the writing process during the first day and a half and specific technical writing skills for the second day and a half.

Weaknesses: Although we are convinced that Shipley Associates does a fine job in teaching business writing, in general, we do not believe this course meets the needs of DS&T professional employees.

Sponsor: Lewis Spence & Company

Title: Organizing Ideas: The Key to effective writing

Length: 4 days

STAT Audience: ☐ professional DS&T employees.

Content: Effective letter and report writing as well as skills for determining clear and effective writing.

Weaknesses: Lewis Spence & Company does not customize writing programs for the client. The DS&T writing needs are unique even to the Agency; therefore, although we believe that Lewis Spence & Company do a fine job teaching general business writing, we are not convinced that they are able to meet the needs of the DS&T.